

ABSTRACT OF THE DISCLOSURE

A system and method is provided for prioritizing calls. The disclosed system and method involve receiving an inquiry from a customer. The customer is prompted to input an identification number. If the customer inputs the identification number then customer information associated with that identification number is retrieved, and a customer prioritization score is computed based on the customer information. If the customer fails to input the identification number or no identification number is requested, the customer is prompted to respond to queries and a customer prioritization score is computed based on the customer responses. Based on the computed customer prioritization score, the customer inquiry is prioritized.

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